

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

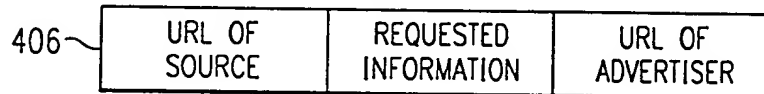


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)



FIG. 4e

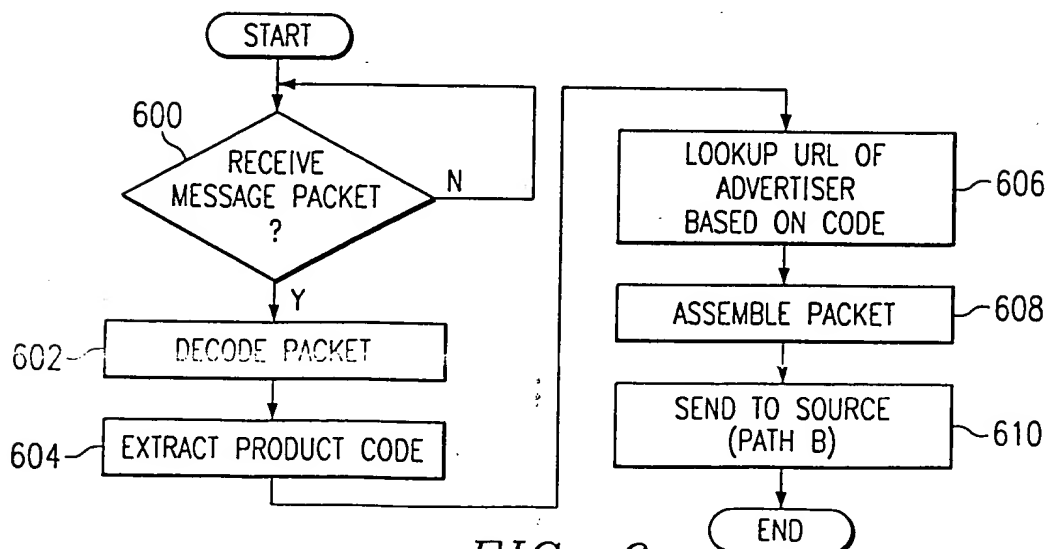


FIG. 6

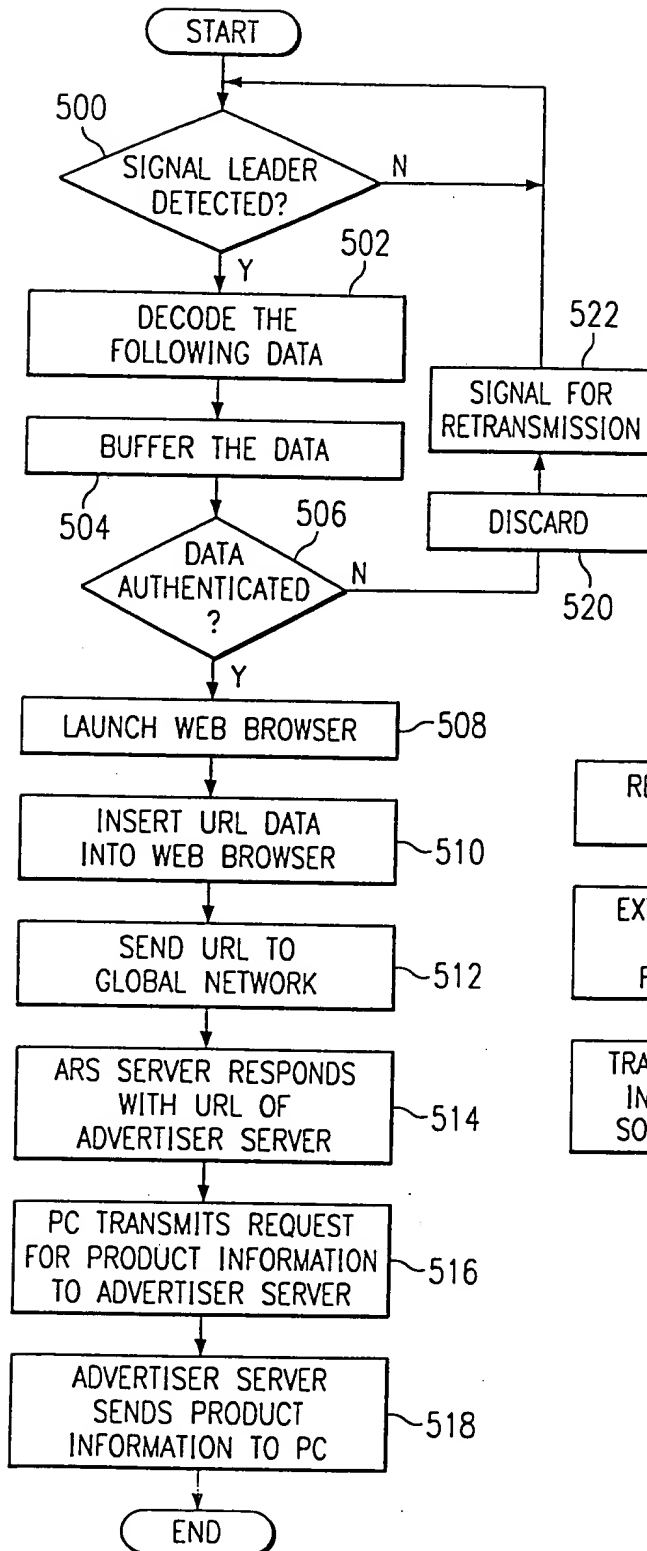


FIG. 5

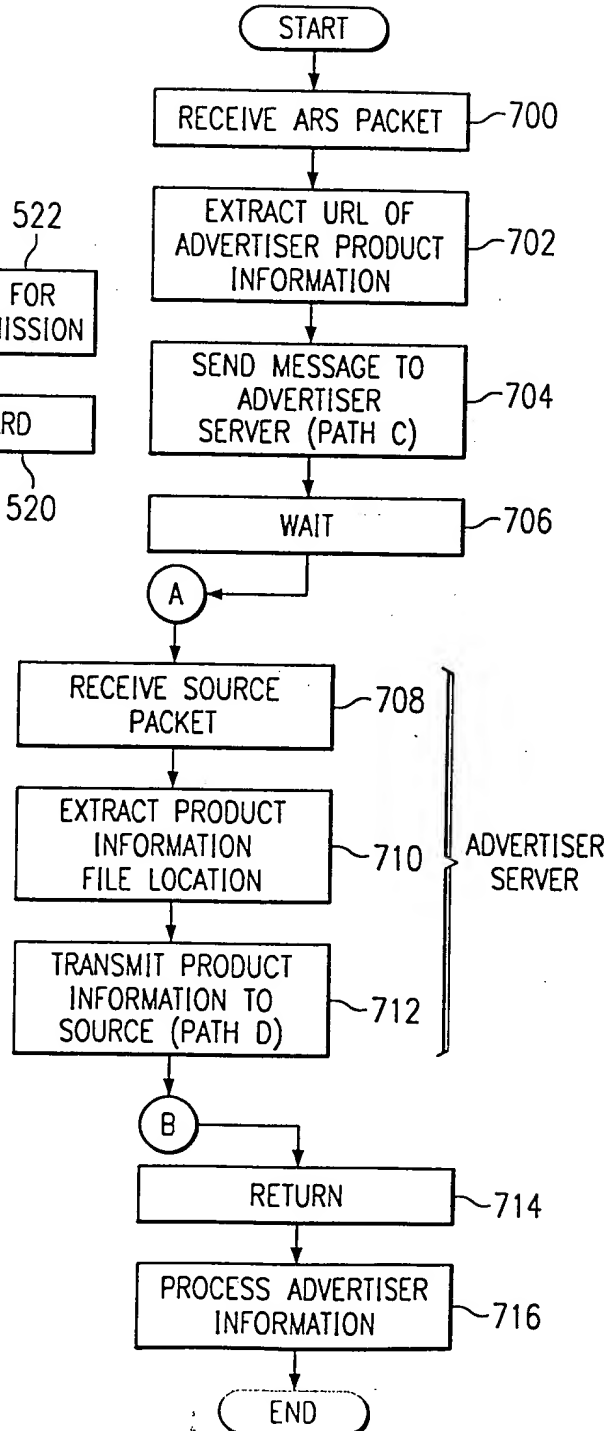


FIG. 7

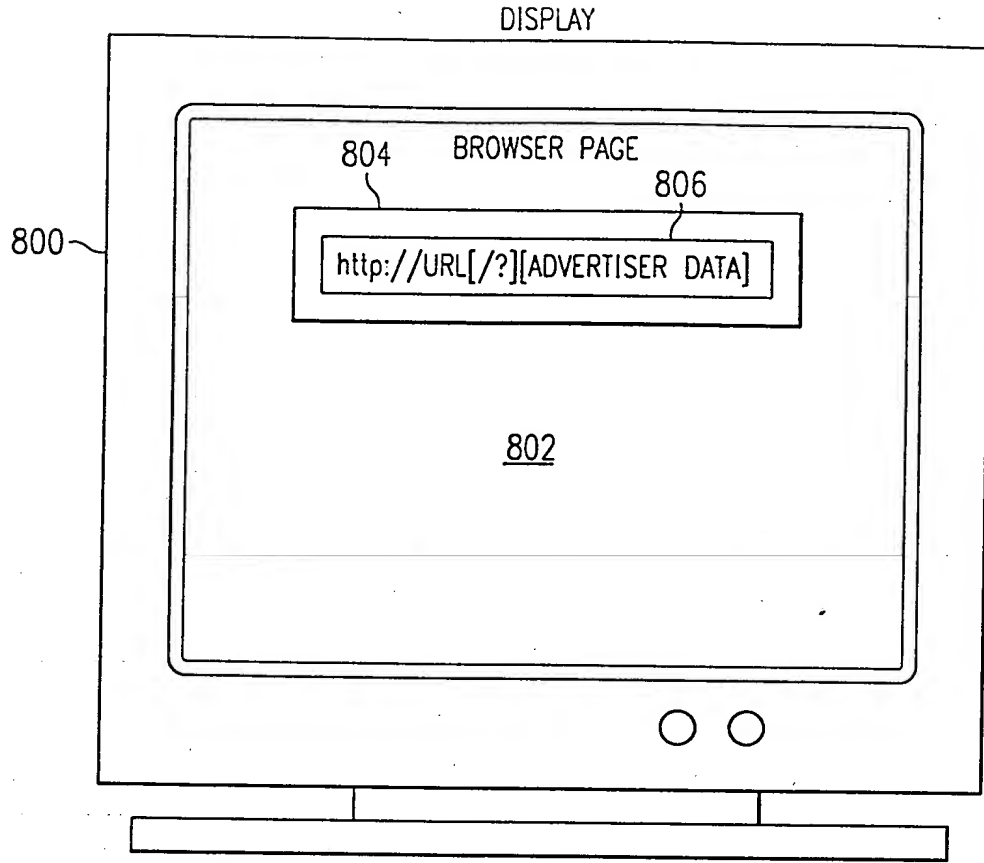


FIG. 8

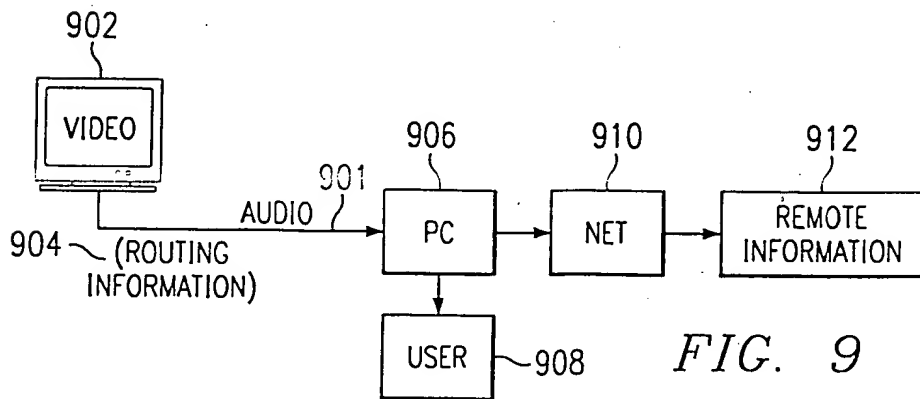
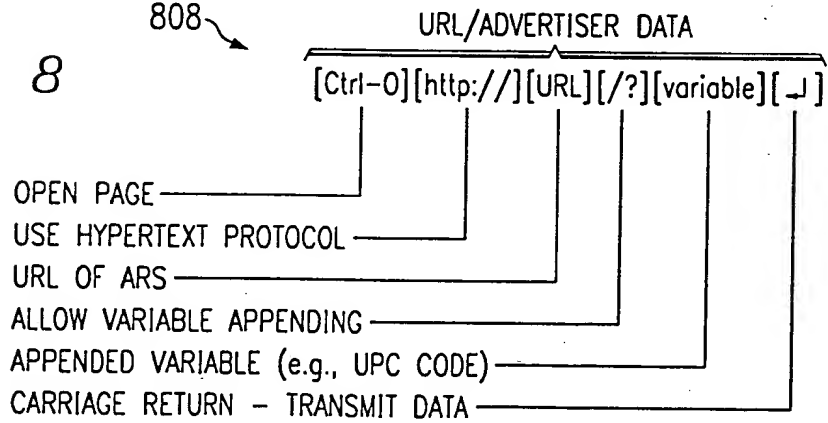
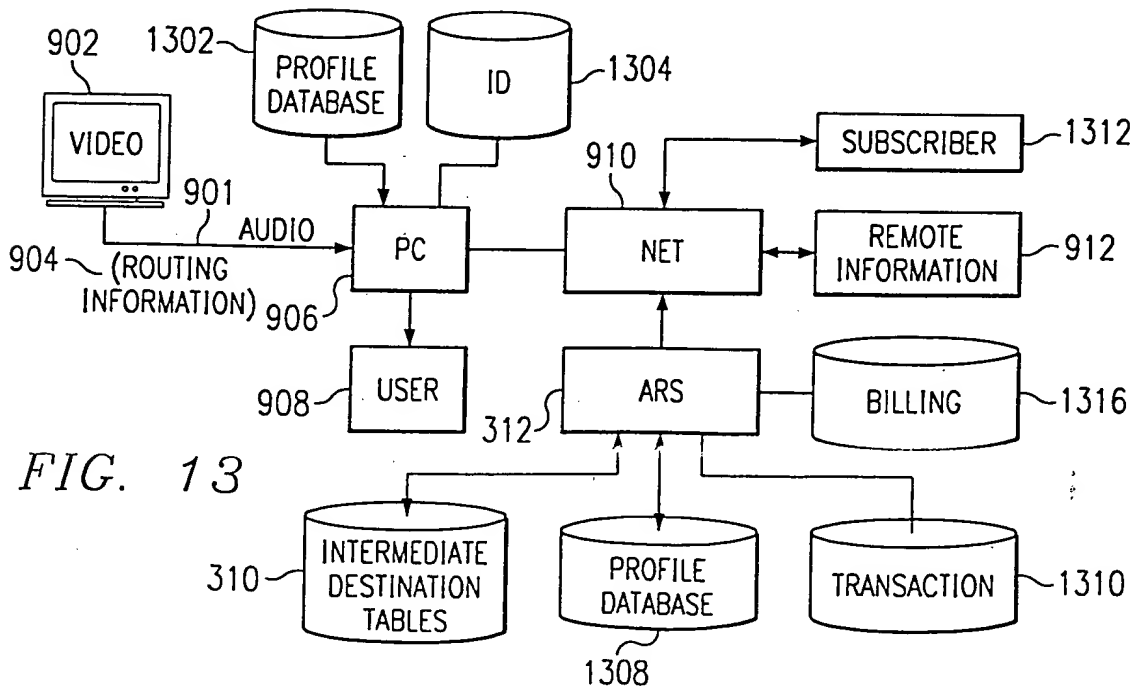
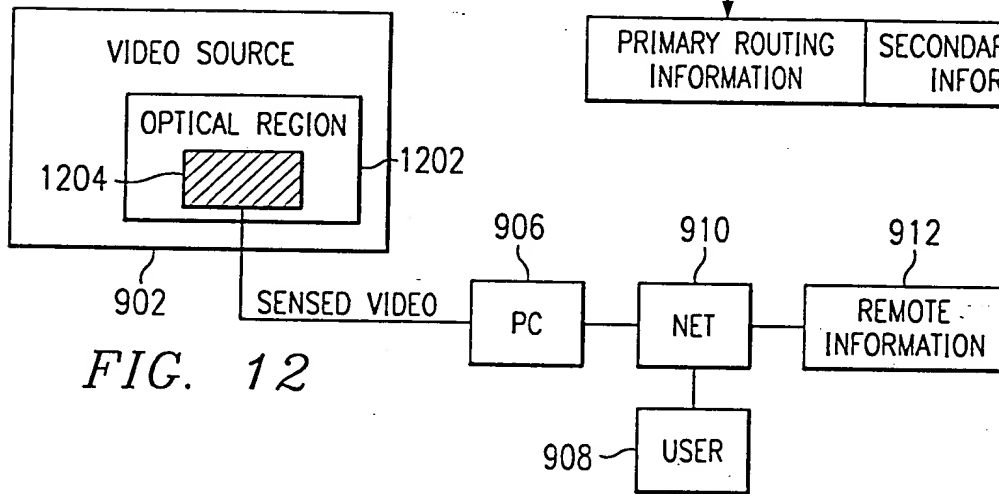
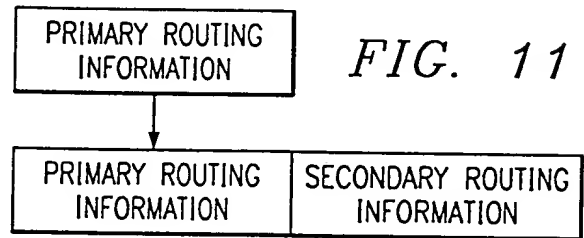
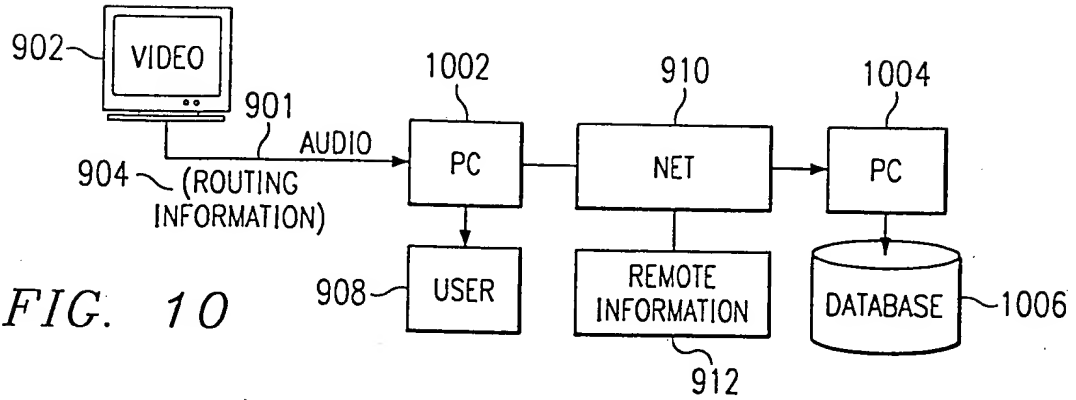


FIG. 9



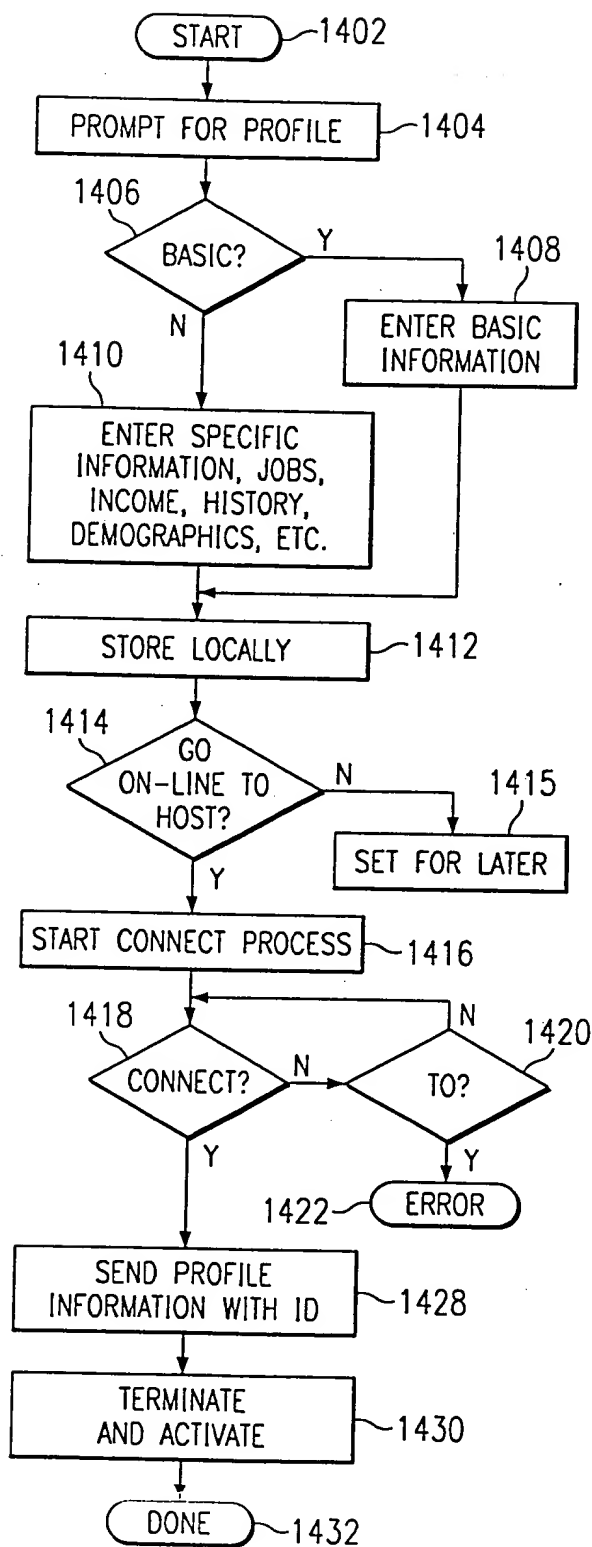


FIG. 14

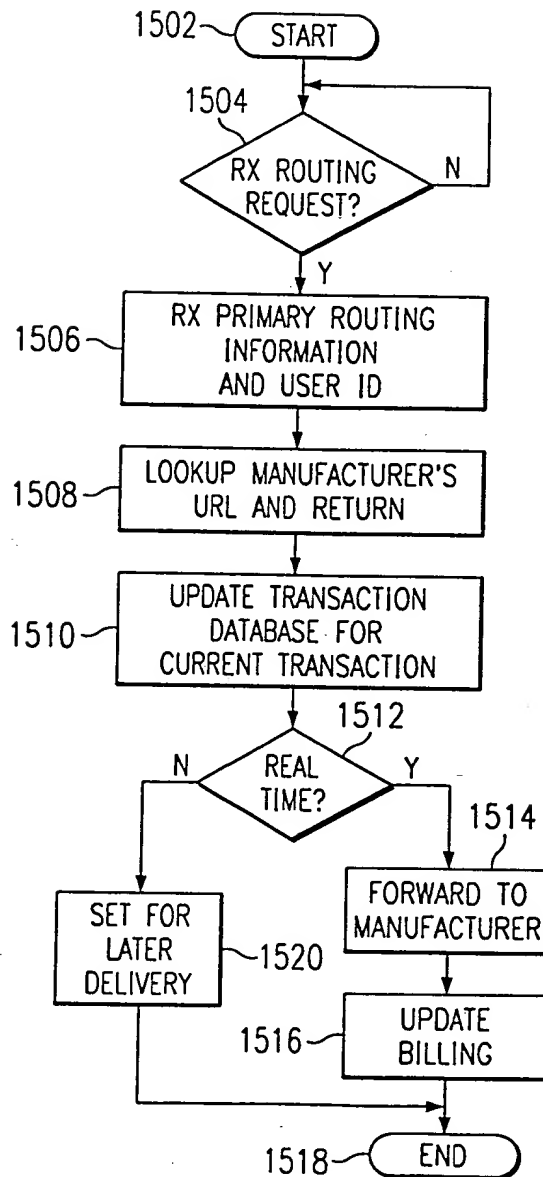


FIG. 15

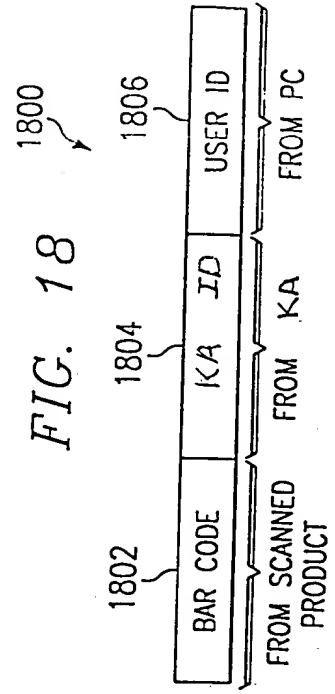
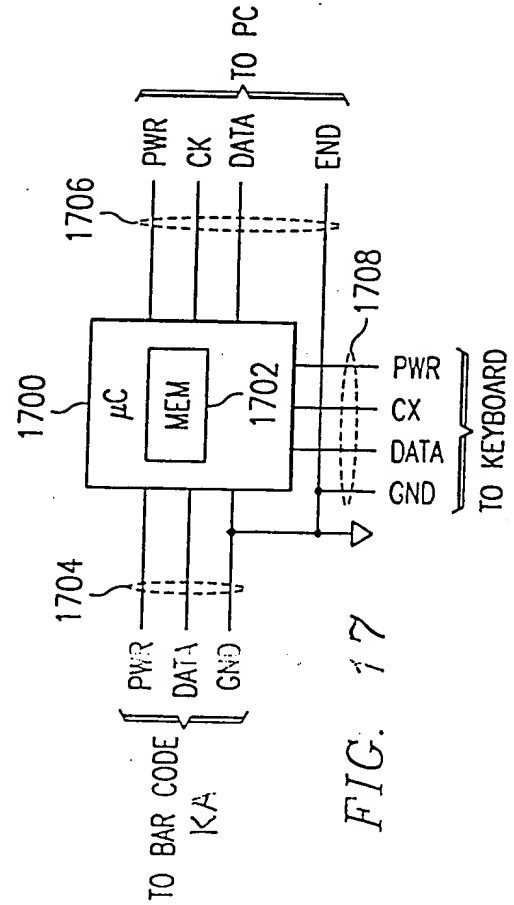
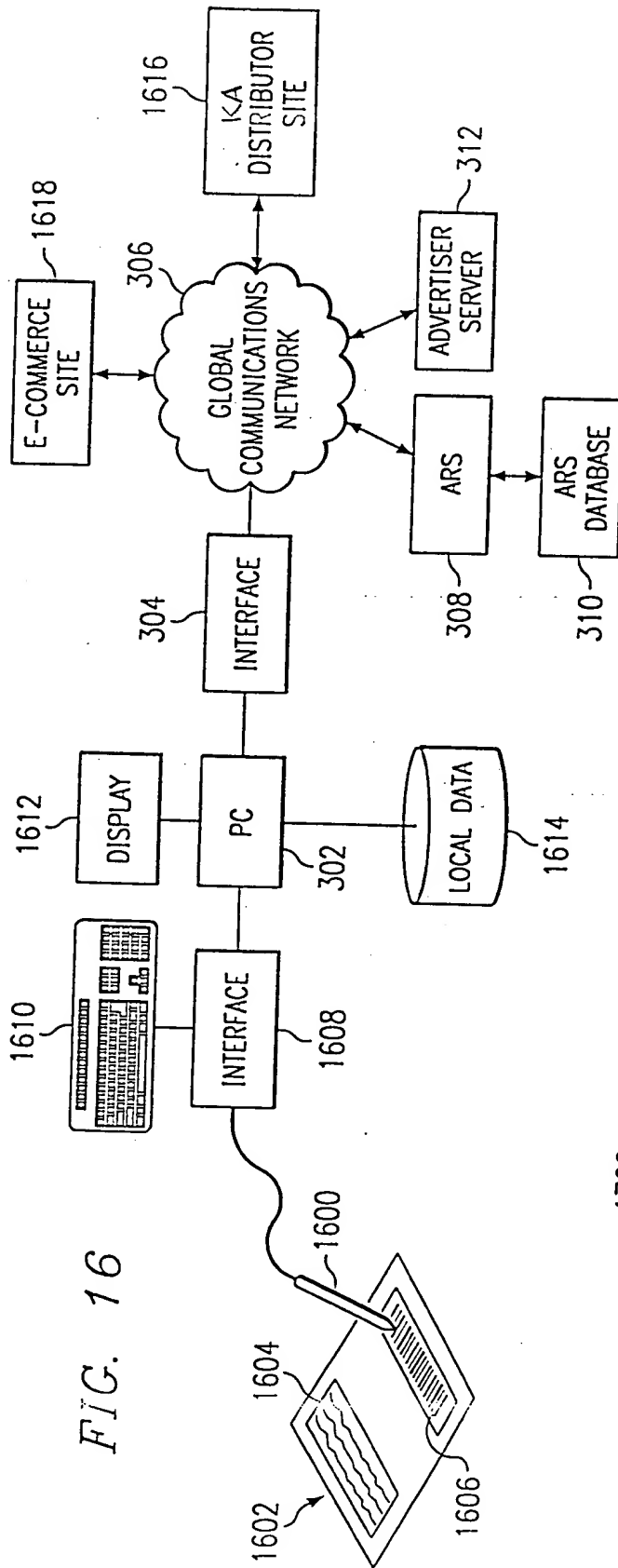


FIG. 19

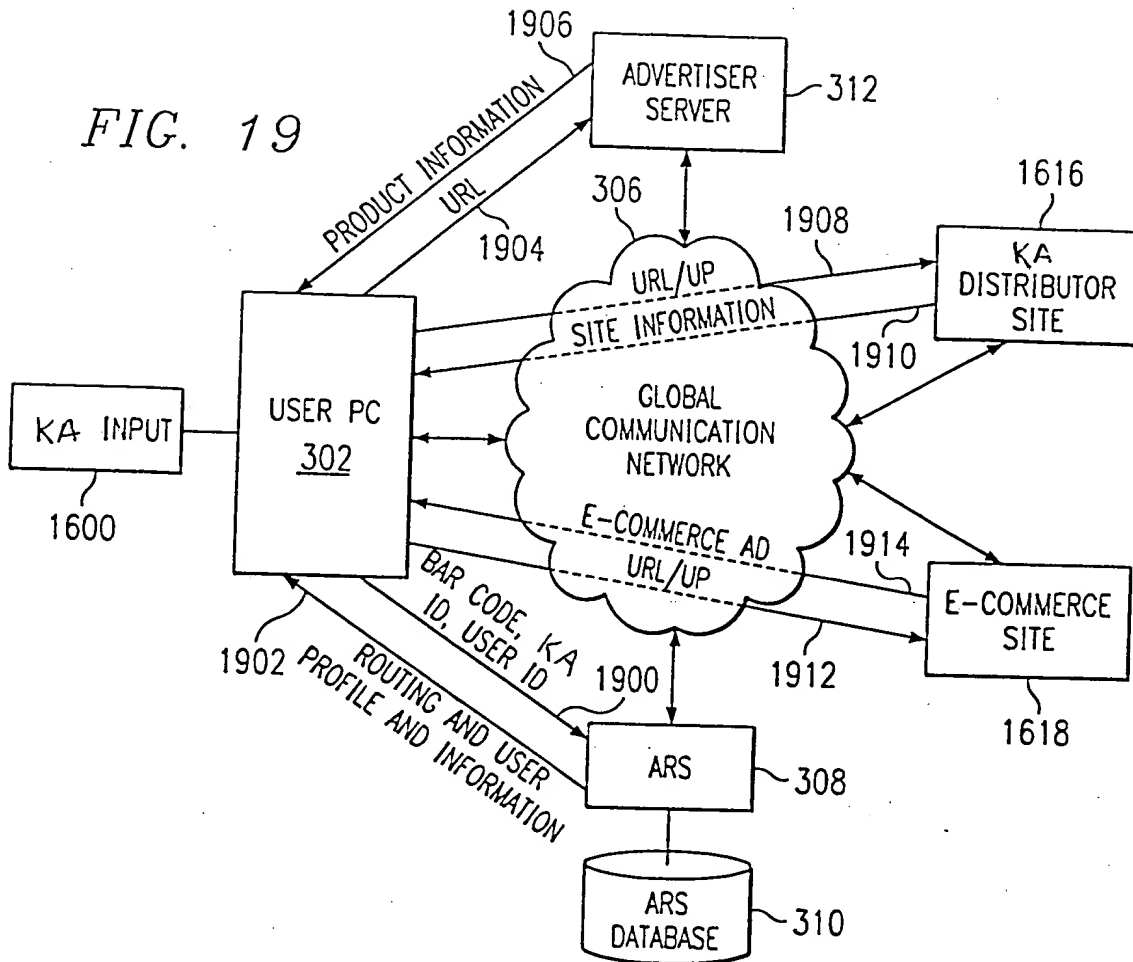


FIG. 20

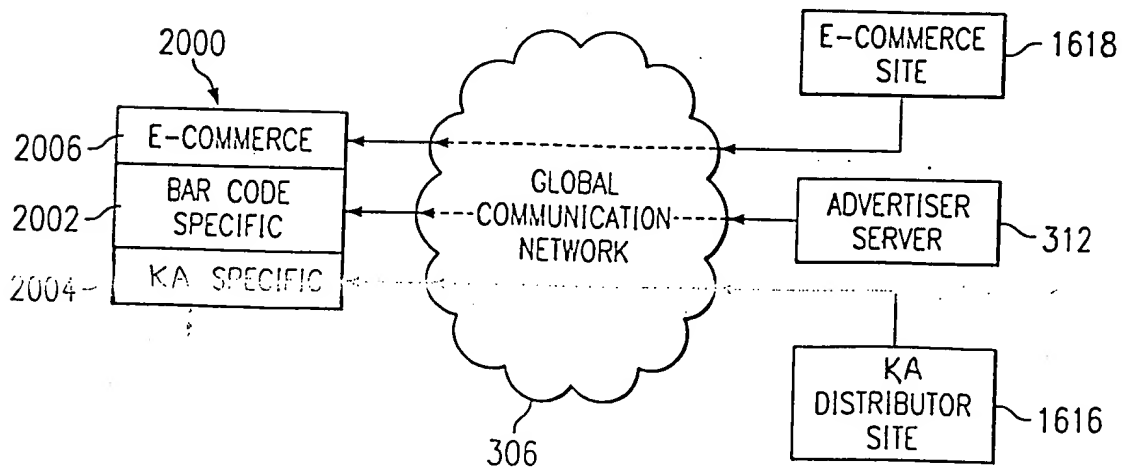


FIG. 21

ARS DATABASE
2100

2102 PRODUCT		2104 KA		2106 USER	2108 E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 22

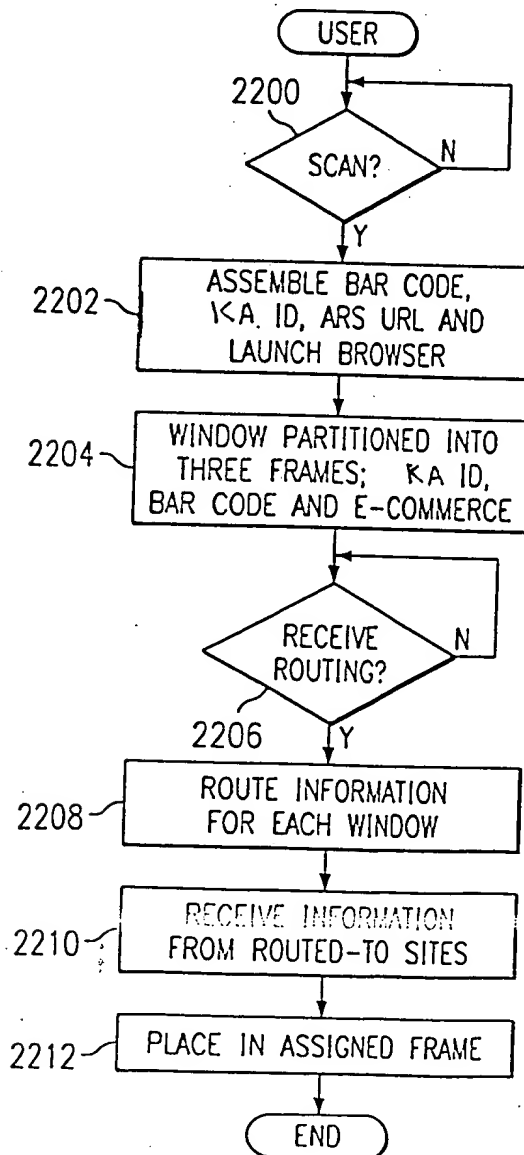


FIG. 23

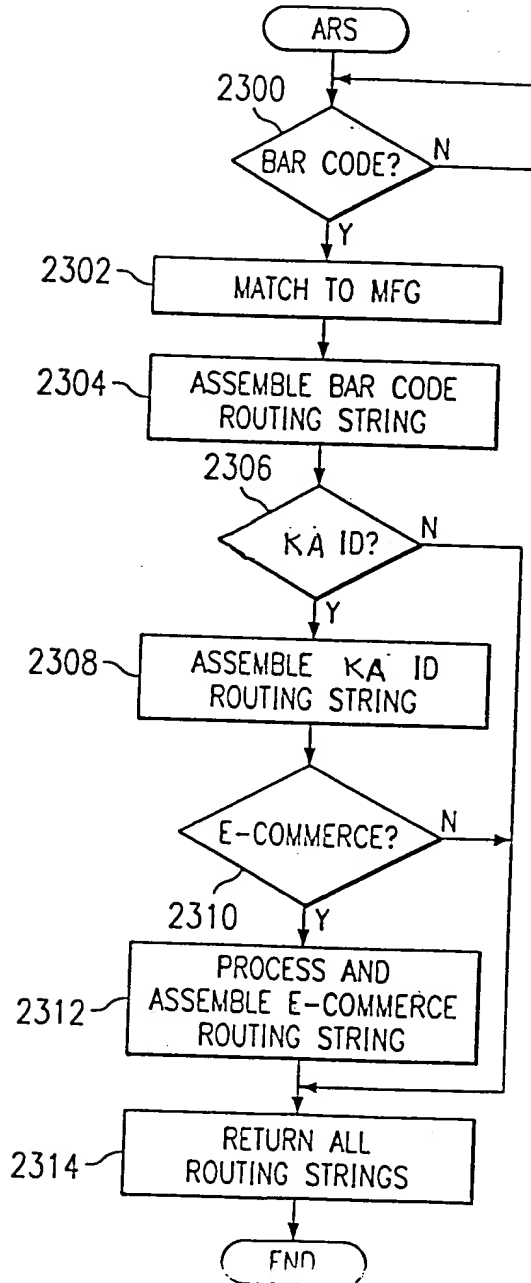
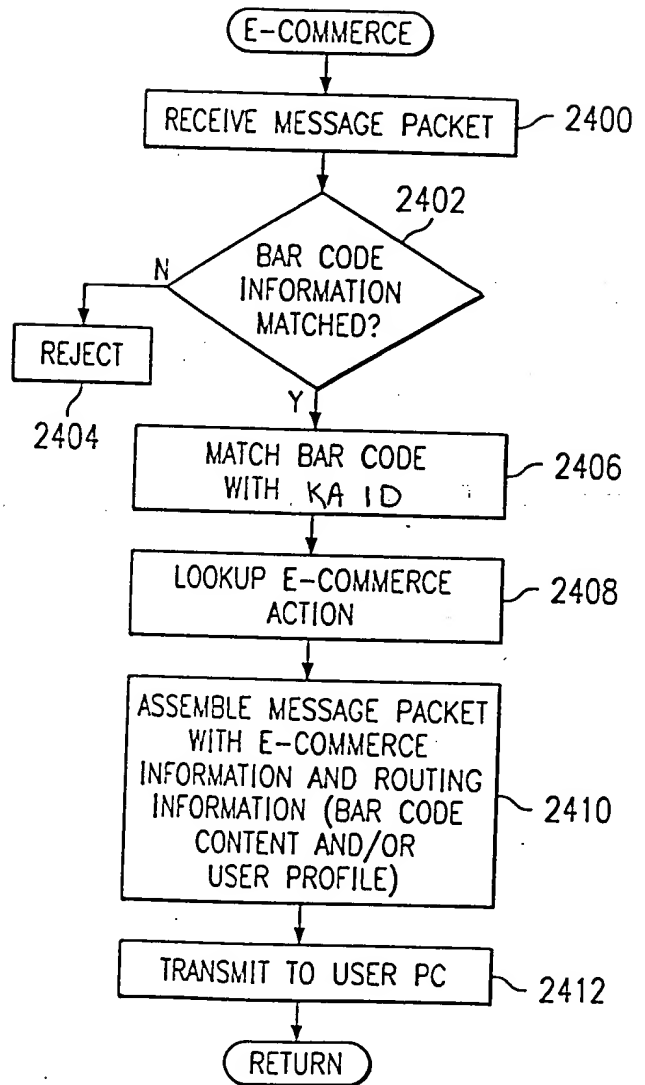
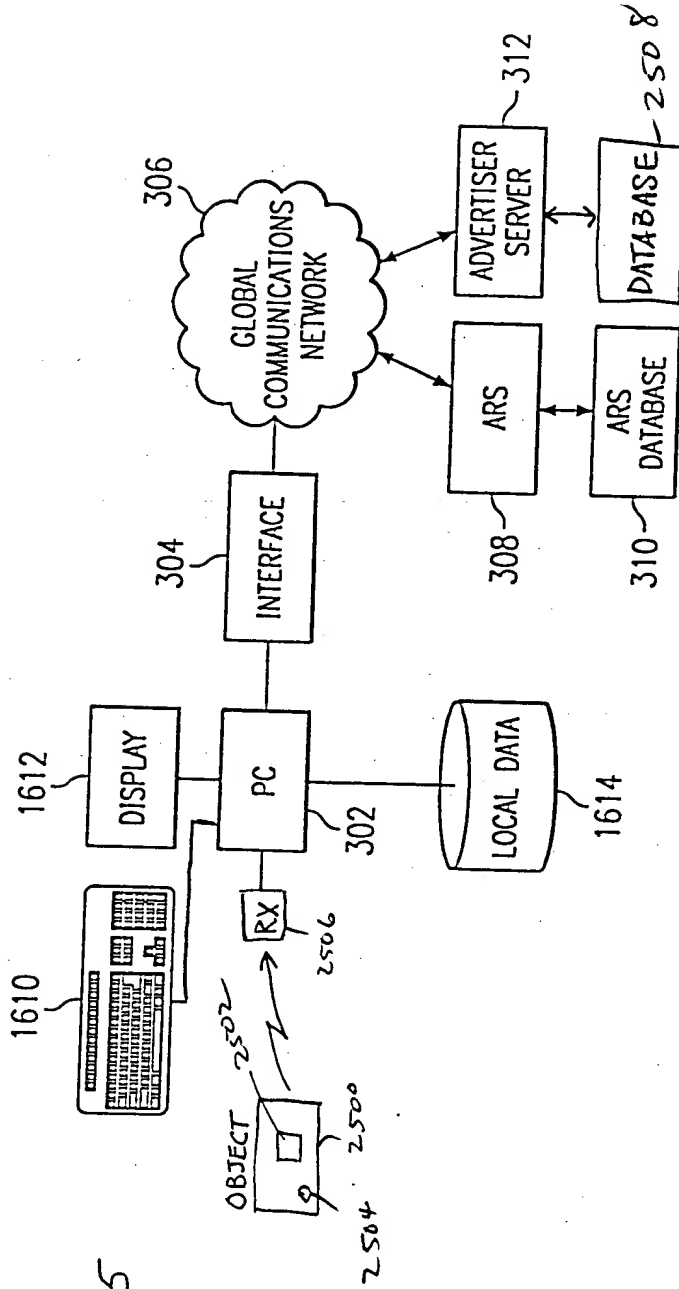


FIG. 24





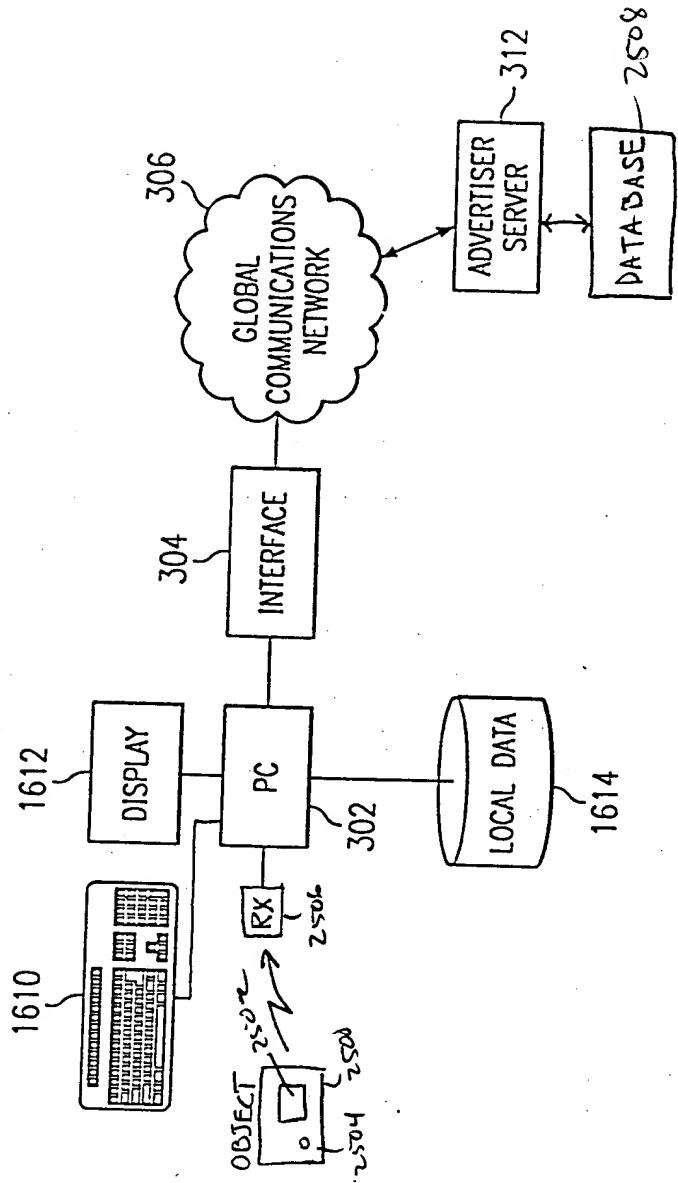
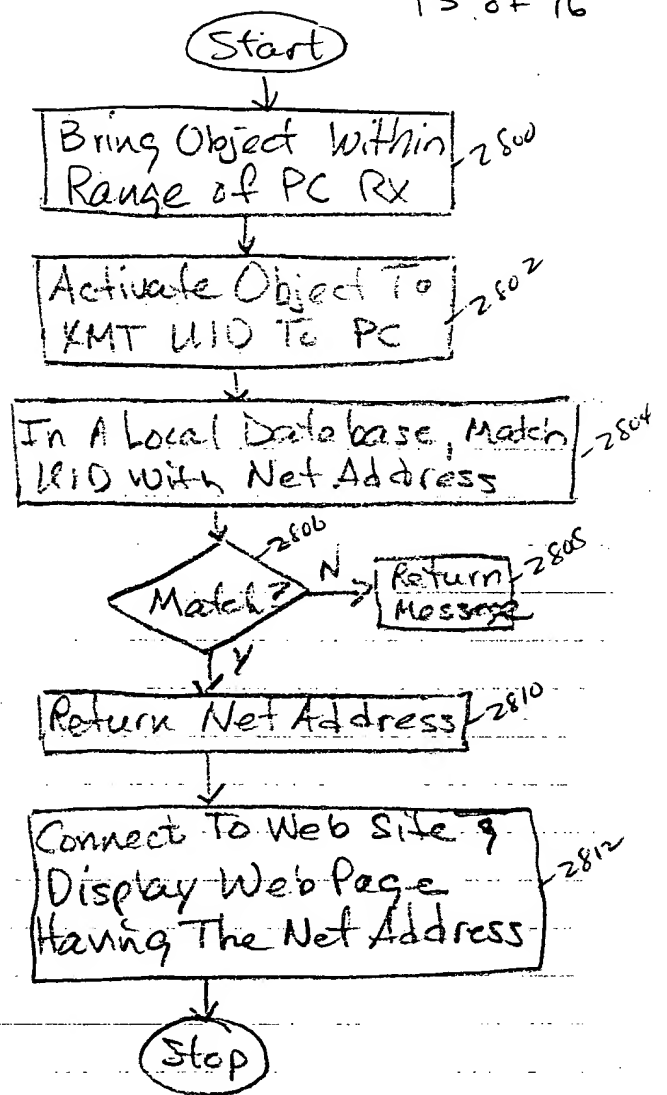
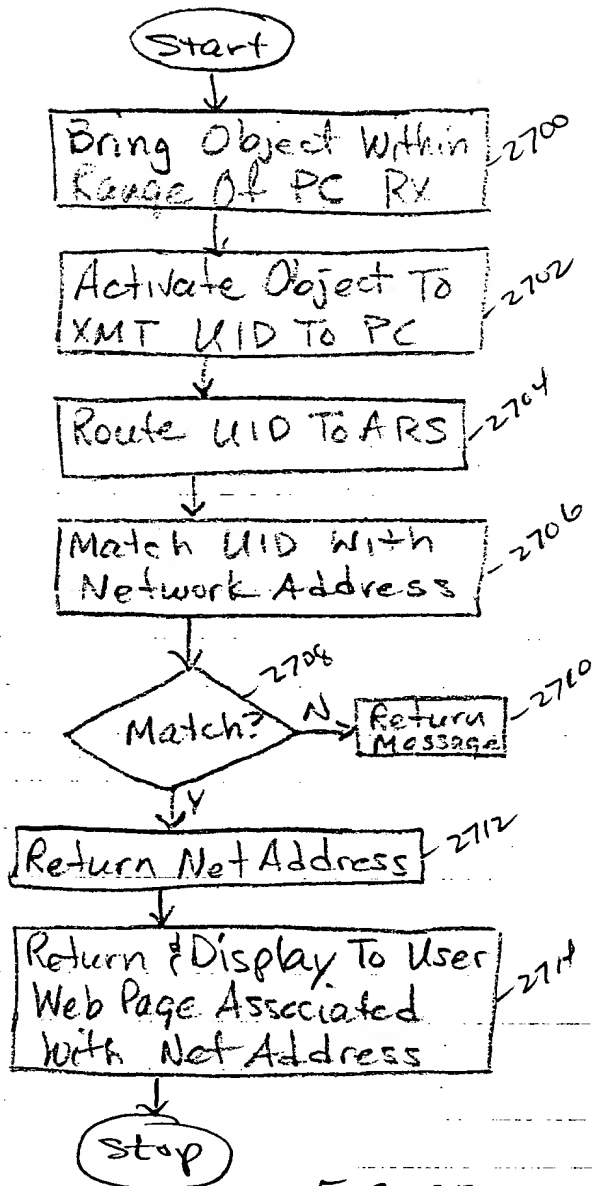
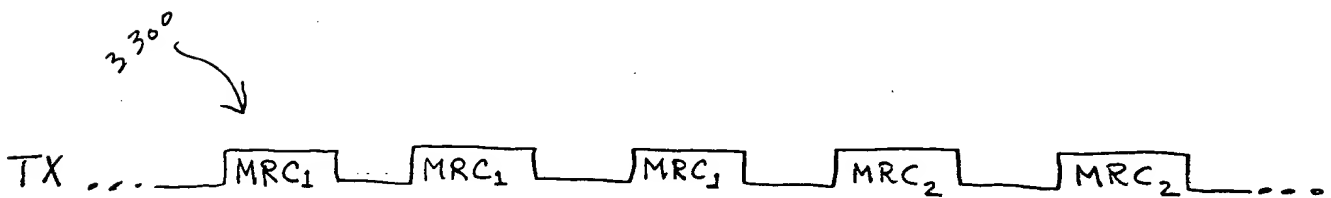
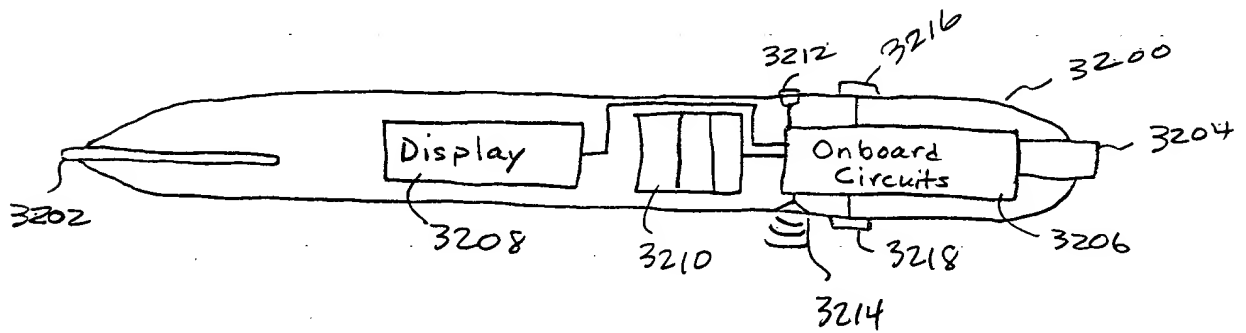
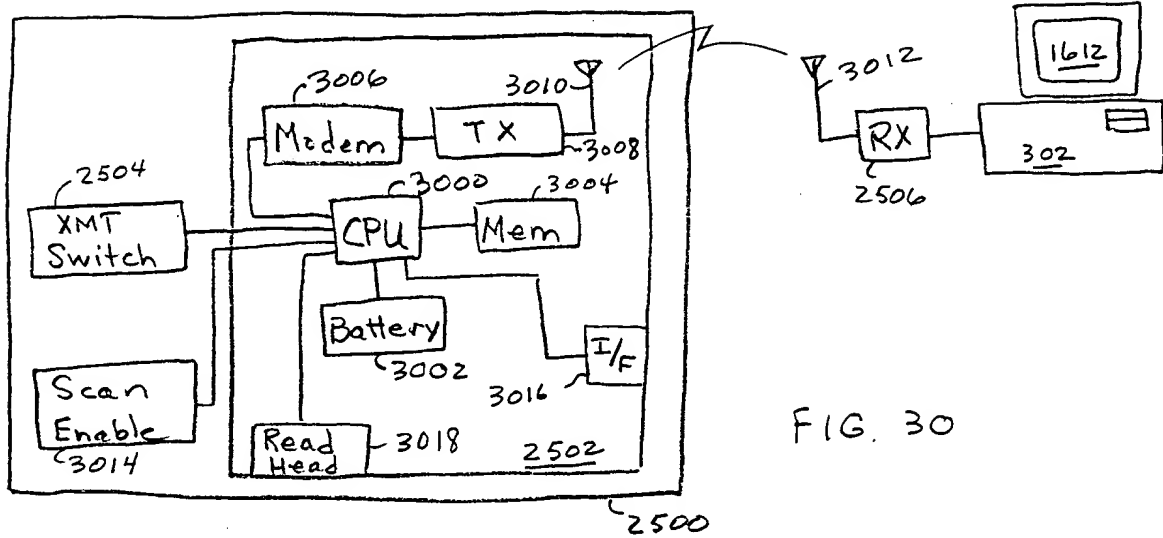


FIG. 26



UID	Net Address

FIG. 29



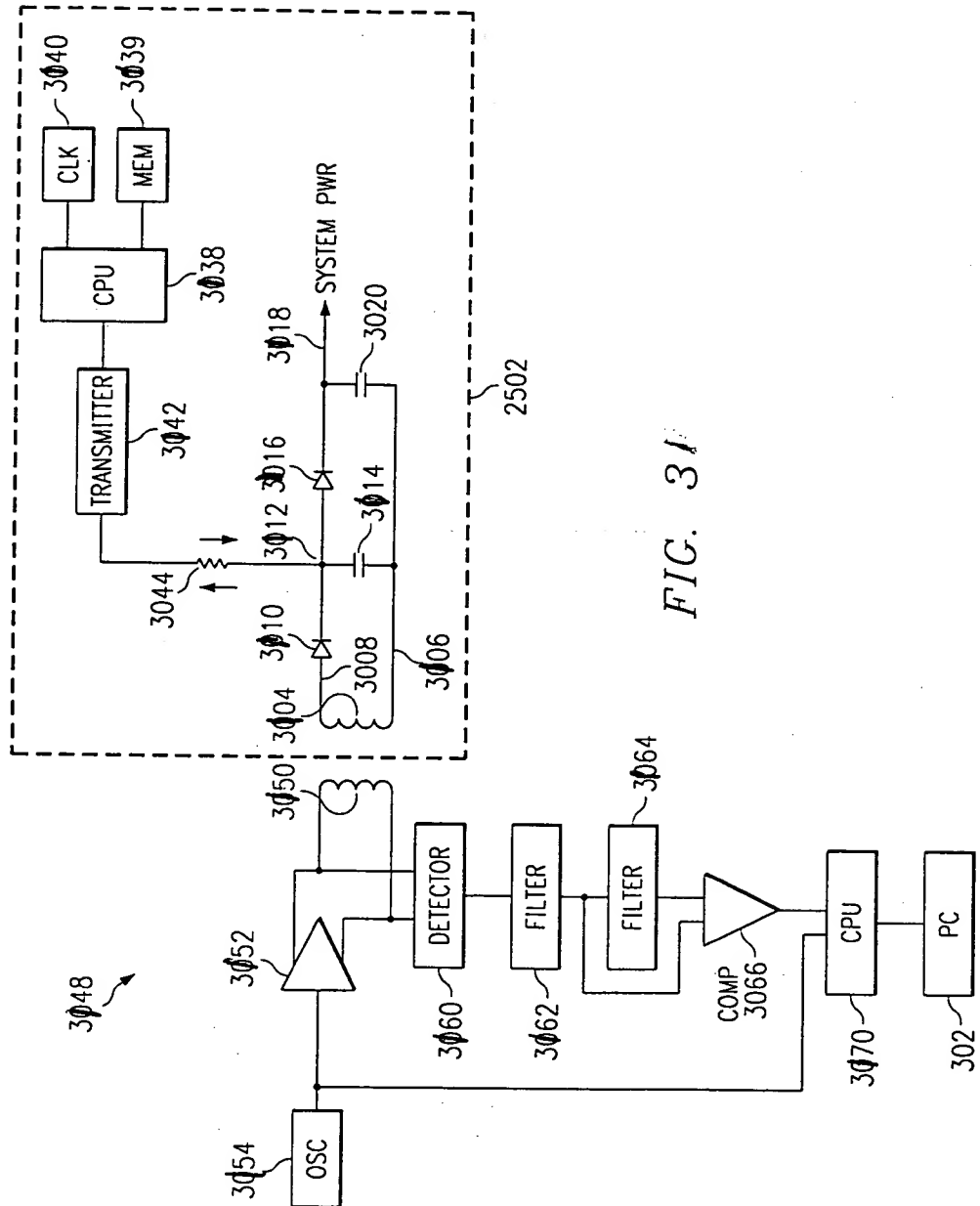


FIG. 31

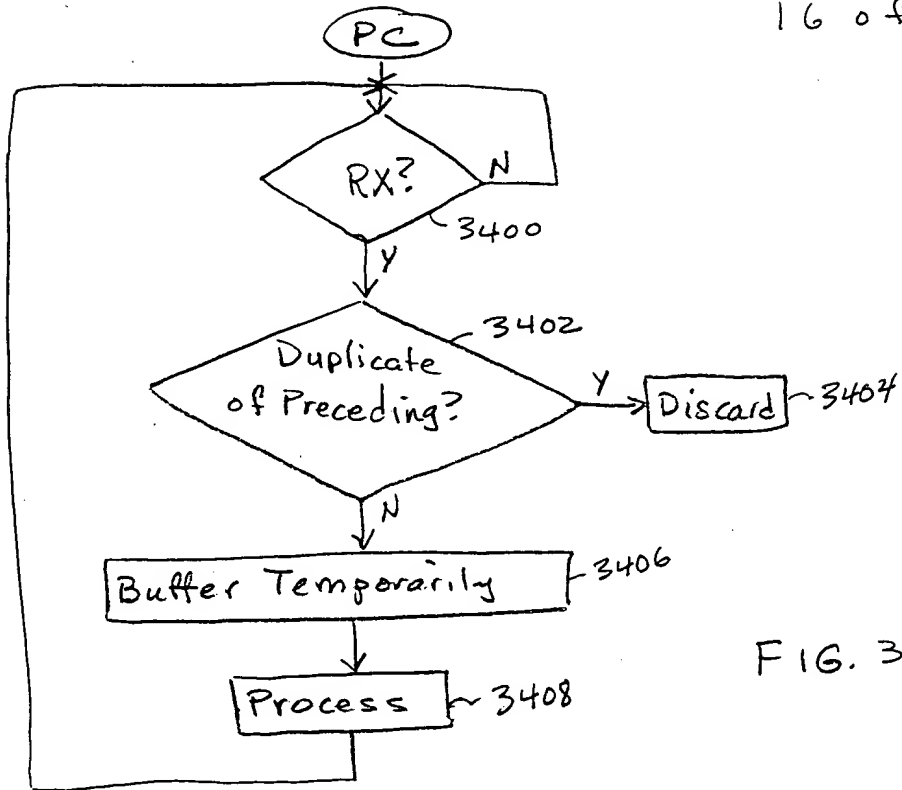


FIG. 34

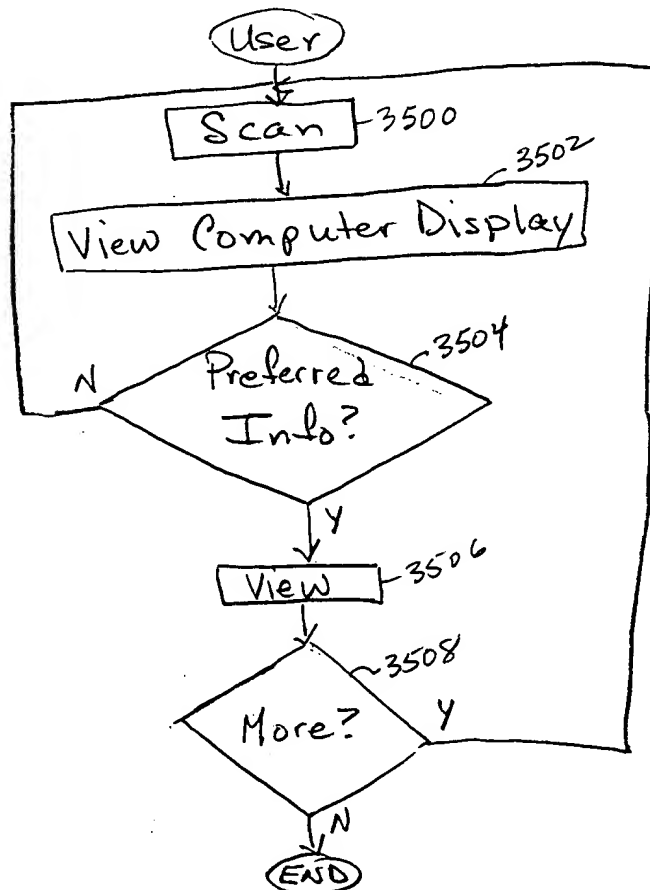


FIG. 35